



WTIC-TV

## ORDER

Print Date 10/31/12 Page 1 of 4

Flight Dates 10/30/12-11/06/12

<u>Contract / Revision</u>	<u>398992 - 3</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>Agency Com</u>	<u>Estimate #</u>	<b>2075</b>
	10/31/12	10/31/12	<u>Alt Order #</u>	<b>06378178</b>
<u>Advertiser</u>	<b>House Majority Pac</b>	<u>Billing Contact</u>	<u>Billing Type</u>	Cash
			<u>Order Type</u>	GENERAL
			<u>Billing Cycle</u>	EOM/EOC
			<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	<b>Waterfront Strategies</b>		<u>Demographic</u>	A35+
<u>Buying Contact</u>		<u>Sales Office</u>	<u>Rev Codes</u>	AGY POL ISSUE
		TWDC	<u>Product Codes</u>	PL2
<b>3050 K St NW</b>		<u>Sales Region</u>	<u>Priority</u>	02
<b>Suite 100</b>		Agency Ref	<u>Advertiser Ref</u>	
<b>Washington, DC 20007</b>				

Primary Account Executive

Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 14% Market Value 381250

Competing Station	% of Order	Amount
2WCCT	1%	3812
3WFSB	19%	72437
4WVIT	28%	106750
5WTNH	38%	144875
6WCTX	%	0
7CABL	%	0

**Order Totals**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	69	\$45,368.75	\$53,375.00	0.00	10/29/12	11/05/12	69	\$45,368.75	\$53,375.00
<b>Totals</b>	<b>69</b>	<b>\$45,368.75</b>	<b>\$53,375.00</b>	<b>0.00</b>					

**Billing Plan**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
1	61	10/30/12	11/02/12	M-F 1p-2p	CM	1p-2p	- TWTF--	:30	4	\$200.00	02	0.00	NM	4	\$800.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		4	\$200.00								
2	61	10/30/12	11/02/12	M-F News at Ten	CM	10p-1030p	- TWTF--	:30	2	\$1,800.00	02	0.00	NM	2	\$3,600.00
				News at Ten		(10:00 PM-10:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		2	\$1,800.00								
3	61	10/30/12	11/02/12	M-F 12p-1p	CM	12p-1p	- TWTF--	:30	4	\$200.00	02	0.00	NM	4	\$800.00
				M-F 12p-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		4	\$200.00								
4	61	10/30/12	11/02/12	M-F 2p-3p	CM	2p-3p	- TWTF--	:30	4	\$200.00	02	0.00	NM	4	\$800.00
				M-F 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/29/12	11/04/12	- TWTF--		4	\$200.00								
5	61	10/30/12	11/02/12		CM	3p-4p	- TWTF--	:30	4	\$300.00	02	0.00	NM	4	\$1,200.00



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Contract / Revision **398992-3** Flight Dates **10/30/12-11/06/12**

## Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser **House Majority Pac**

## Product **HOUSE MAJORITY PAC**

Estimate # **2075**



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Order Sep 00:15:00

Advertiser **House Majority Pac**Product **HOUSE MAJORITY PAC**Estimate # **2075**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
28	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$400.00			0.00					
29	61	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$1,300.00	02	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$1,300.00			0.00					
30	61	11/05/12	11/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$350.00			0.00					
31	61	11/05/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$150.00	02	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----		1	\$150.00			0.00					
32	61	11/01/12	11/02/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	---TF--	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1	\$650.00			0.00					
33	61	11/01/12	11/02/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	---TF--	:30	1	\$650.00	02	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1	\$650.00			0.00					
34	61	11/01/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	1	\$350.00	02	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1	\$350.00			0.00					
N35	61	11/02/12	11/02/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	----1--	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1	\$3,000.00			0.00					
N36	61	11/02/12	11/02/12	Fri Prime B Fringe	CM	9p-10p	----1--	:30	1	\$3,000.00	02	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1	\$3,000.00			0.00					
<b>Totals</b>													69	\$53,375.00	